

TESHERA N. HULL

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LEADER | COLLABORATOR | INNOVATOR

Award-winning medical education and marketing leader with a strong background in key opinion leader (KOL) engagement, stakeholder collaboration, and professional education across medical device and pharmaceutical healthcare sectors. Proven ability to build scalable KOL frameworks, foster strategic partnerships, and execute peer-to-peer programs that drive market adoption and advocacy. Extensive expertise in cardiology and laparoscopic surgical specialties, ensuring tailored education and engagement strategies that resonate with diverse clinician needs. Adept at translating clinical insights into strategic initiatives, aligning commercial and marketing efforts with industry guidelines, regulatory compliance, and evolving healthcare trends to position organizations as thought leaders in their space.

CORE COMPETENCIES

Strategic & Educational Leadership: Strategic Vision & Execution | Educational Program Development | Clinical & Medical Education | Cross Functional Leadership

Market Impact & Engagement: Professional Society Collaboration | Peer-to-Peer Engagement | Market Adoption & Creation Strategies | Advocacy & Awareness initiatives | Go-to-Market (GTM) Strategies

Execution & Communication: Project & Program Management | Operational Efficiency & Execution | Relationship Building & Trust Development | Industry Event Representation

Marketing & Change Enablement: Multi-Channel Marketing Activation | Digital & Traditional Marketing | Business Storytelling | Competitive & Market Analysis | Change Management | Regulatory Compliance & Industry Standards

PROFESSIONAL EXPERIENCE

Marketing Director, Diagnostic Cardiology (US and Canada)

February 2022-Present

GE HEALTHCARE

- Develop and execute physician education programs to strengthen customer engagement and product adoption.
- Lead awareness initiatives on clinical advancements, regulatory updates, and emerging trends.
- Forge strategic partnerships with KOLs to shape commercial and marketing strategies.
- Drive revenue growth and market penetration by partnering with product management, R&D, sales, and clinical teams with a focus on sales training.
- Develop go-to-market strategies and lead multi-channel marketing activations to support new product launches, enhance product positioning, differentiation, and value.
- Align portfolios under a unified GE HealthCare strategy for product launches to drive customer impact.
- Leverage data insights and installed base analysis to refine programs and improve retention.

Marketing Manager, Radiology & Interventional Cardiology (US and Canada)

July 2021- February 2022

GENERAL ELECTRIC (GE)- HEALTHCARE

- Led multi-channel marketing activations to support new product introductions and installed base retention.
- Identified customers' clinical and economic needs, values and desired benefits to develop marketing strategies.
- Collaborated with regional commercial team to plan and budget for evidence generation in support of new product launches and installed base products.
- Partnered with industry leaders to develop and execute peer-to-peer educational programs.

Manager, Division of Education

August 2017- July 2021

AMERICAN COLLEGE OF SURGEONS

- Led the *Industry Innovations* Team to create new and innovative clinical education programming, including conferences, eLearning and live courses. Facilitate oversight of 9 committees and 50+ member volunteers.
- Built and managed relationships with leading surgeons, medical societies, and industry associations to drive advocacy and professional development initiatives.
- Designed and implemented multi-format clinical education programs, including conferences, e-learning, and live courses to meet the evolving needs of surgical professionals.
- Partnered with internal committees, faculty, and key opinion leaders to develop curriculum, establish accreditation guidelines, and ensure program excellence.

Manager, Medical Education**March 2016 - July 2017****TERUMO INTERVENTIONAL SYSTEMS**

- Managed annual training budget of \$720,000 and ensure all programs were completed within or under budget.
- Cultivated standards and protocols to identify and evaluate medical education programs for quality and relevance.
- Created, communicated and evaluated market insights for strategy optimization during new product launches.
- Formulated program evaluation processes to monitor participant progress and satisfaction, and overall effectiveness of the programs.
- Established systems to effectively manage data and information generated from these programs in a confidential, secure, and legally appropriate manner.

Manager, Northeast Medical Education**June 2014 - December 2015****ABBOTT LABORATORIES (FORMERLY CARDIOVASCULAR SYSTEMS, INC.)**

- Identified, developed, and managed relationships with 57 KOLs across five sales regions, ensuring alignment with commercial strategy and physician engagement goals.
- Designed and executed regional medical education programs, speaker series, and training initiatives to support clinical adoption and physician competency.
- Gathered and communicated regional marketplace insights to refine education strategies and drive adoption.
- Developed targeted engagement strategies to expand awareness and increase utilization of orbital atherectomy solutions.

Additional Roles**Professional Education | Market Development | System Analytics**

JOHNSON & JOHNSON: ETHICON, INC. | ORTHOMcNEIL-JANSEEN PHARMACEUTICALS | NEUTROGENA

Marketing Coordinator | New Product Development | R&D

ESTEE LAUDER COMPANIES: BOBBI BROWN COSMETICS | MAC COSMETICS

EDUCATION | AWARDS & HONORS**EDUCATION:****Northwestern University | Master of Science, Evanston, IL***Cumulative GPA: 4.0***Pepperdine University | Bachelor of Science: Business, Malibu, CA***Magna Cum Laude Honors***AWARDS:**

CEO Award – Deliver on the Future of Healthcare – 2025 | Nominated by peers and selected by senior leadership for spearheading the design and delivery of a flagship Learning Lab at the American College of Cardiology. Recognized for driving innovation, advancing continuous learning, and delivering strategic value across patient care, customer engagement, and team development. Successfully transformed the live experience into evergreen, [OnDemand](#) content featured on [Clinical View](#), expanding reach and long-term impact.

Impact Awards - Deliver with Focus GE HealthCare – 2022, 2023 | Showcased innovation in the execution of the American College of Cardiology Expo by training over 100 employees across the horizontal cardiology organization.

Employee Recognition Award American College of Surgeons – 2019 | Extraordinary contributions to the mission, vision and goals of the Division of Education over and beyond the call of duty.

Global Standards of Leadership Award Johnson & Johnson – 2009 | Exemplified the Global Leadership Profile/Imperatives and values of [Johnson & Johnson's Credo](#) in the execution of the [bariatric online educational portal](#).

HONORS:

Beta Gamma Sigma International Honor Society – Lifetime Member | Selected for academic excellence and leadership potential as part of the top 10% of undergraduate students across [AACSB-accredited](#) business schools worldwide. Widely regarded as the business equivalent of Phi Beta Kappa, this distinction reflects a commitment to integrity, innovation, and high-performance standards in global business leadership. [Learn more](#).



Golden Key International Honour Society – Lifetime Member | Selected for academic excellence, leadership potential, and commitment to service in the top 15% ranking in chosen field of study. Membership reflects distinction across accredited institutions and alignment with high-performance standards valued in executive leadership. [Verification](#): 63130133457770